

Attendance Zoo



KPI Owner: Tom Kaferle

Process: Attendance

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
Baseline: Oct. 2012-Sep. 2013: 888,580 guests Goal: Increase Zoo Attendance to meet monthly projections Benchmark: TBD	Data Source: Attendance Summary Report Goal Source: Zoo Records Benchmark Source: TBD	Plan-Do-Check-Act Step is unclear Measurement Method: The monthly number of visitors at the Zoo Why Measure: To understand the Zoo's financial sustainability Next Improvement Step: The Zoo acts to maintain attendance rather than improve attendance

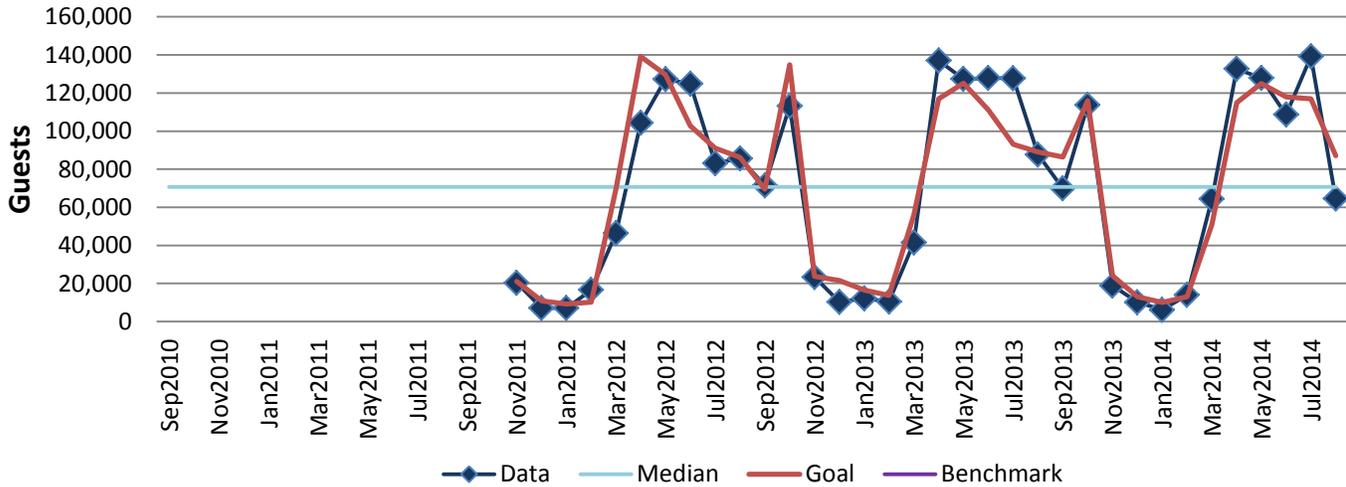
How Are We Doing?

Sep2013-Aug2014 12 Month Goal	Sep2013-Aug2014 12 Month Actual		Aug2014 Goal	Aug2014 Actual	
875,432	870,061	🚦	87,000	64,537	🚦
Guests	Guests		Guests	Guests	

Attendance



Good



August 2014 Attendance Bar Chart

